

AMENDMENT TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application:

1-26 (Canceled)

27. (Previously Presented) A method for broadcasting content to one or more mobile terminals, the method comprising:

storing content, and a plurality of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

broadcasting the content and the plurality of program configuration information to the mobile terminals,

wherein, in the storing, the plurality of program configuration information are associated with respective transmission bands, so that the mobile terminals each select one of the plurality of program configuration information based on a transmission condition.

28. (Previously Presented) A method for receiving content broadcast from a server, the method comprising:

receiving content, and a plurality of program configuration information associated with respective transmission bands, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media

representing varying amounts of information is to be played and a display position of the media to be played; and

selecting program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

29. (Previously Presented) The receiving method according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

30. (Previously Presented) The method receiving according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

31. (Previously Presented) A method for broadcasting content from a server to one or more mobile terminals, the method comprising:

storing content, and a plurality of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played;

broadcasting the content and the plurality of program configuration information to the mobile terminals;

receiving the content, and the plurality of program configuration information associated with respective transmission bands; and

selecting, at each mobile terminal, program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

32. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

33. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

34. (Previously Presented) A transmission apparatus for broadcasting content to one or more mobile terminals, the apparatus comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of program configuration information to the mobile terminals,

wherein, in the program configuration information storage, the plurality of program configuration information are associated with respective transmission bands, so that the mobile terminals each select one of the plurality of program configuration information based on a transmission condition.

35. (Previously Presented) A reception apparatus for receiving content broadcast from a server, the apparatus comprising:

a receiver configured to receive content, and a plurality of program configuration information associated with respective bands, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

36. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

37. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

38. (Previously Presented) A broadcast system for broadcasting content from a server to one or more mobile terminals,

the server comprising:

a program configuration information storage that stores content, and a plurality of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of program configuration information to the mobile terminals,

the mobile terminals each comprising:

a receiver configured to receive the content and the plurality of program configuration information associated with respective transmission bands; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of program configuration information, based on a transmission condition.

39. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

40. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

41. (New) The broadcasting method according to claim 27, wherein the selection of one of the plurality of program configuration information is by unidirectional communication.

42. (New) The receiving method according to claim 28, wherein the selecting of program configuration information is by unidirectional communication.

43. (New) The broadcasting method according to claim 31, wherein the selecting of one of the plurality of program configuration information is by unidirectional communication.

44. (New) The transmission apparatus according to claim 34, wherein the selection of program configuration information is by unidirectional communication.

45. (New) The reception apparatus according to claim 35, wherein the selector selects program configuration information by unidirectional communication.

46. (New) The broadcast system according to claim 38, wherein the selector selects program configuration information by unidirectional communication.